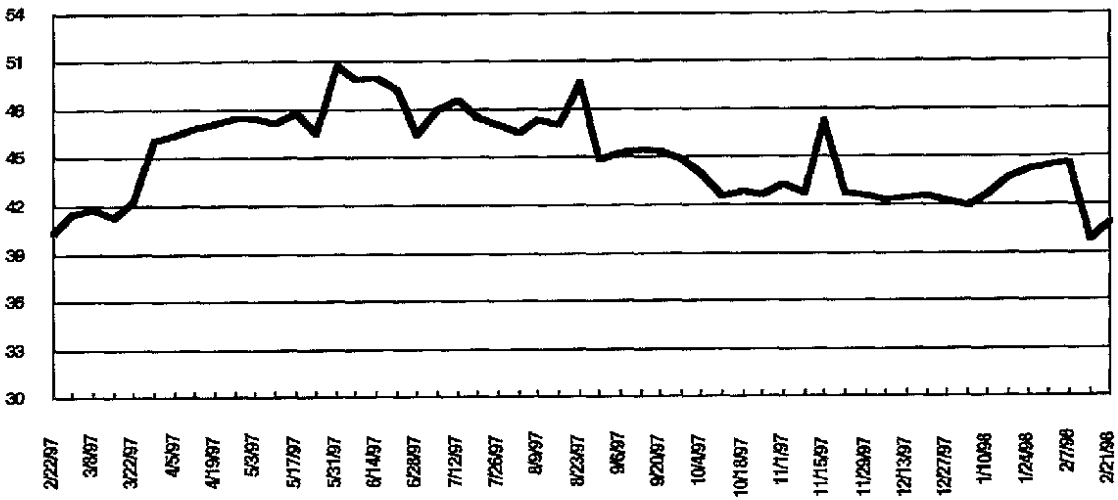
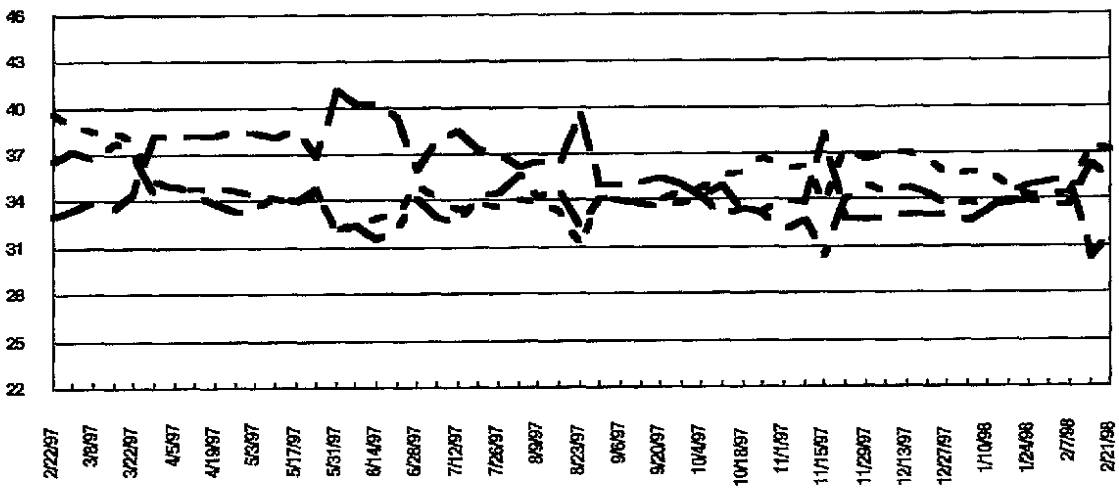
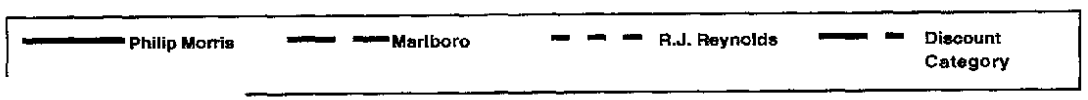
KWIK TRIP (T. McCarthy)
THROUGH W/E 2/21/98







	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	41.82	40.83	44.80	44.79	-0.02
Marlboro	32.24	31.67	35.44	35.29	-0.14
OPB	4.58	4.33	4.47	4.27	-0.21
Basic	2.95	3.05	2.67	3.41	0.74
R. J. Reynolds	37.21	37.13	35.10	36.84	1.74
Camel	10.15	10.24	9.07	10.08	1.01
Winston	6.02	5.32	4.75	5.27	0.52
Doral	9.49	9.25	8.49	9.08	0.58
B&W	13.68	14.31	12.51	11.48	-1.03
GPC	7.98	7.55	6.69	7.57	0.87
Lorillard	7.28	7.72	7.59	6.90	-0.69
Newport	3.88	3.88	3.74	3.86	0.11
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	65.42	64.83	66.04	65.33	-0.71
Private Label	7.75	8.71	8.95	8.77	-0.18
Avg Ind CPW	463.26	454.39	471.85	456.31	-15.53
Avg PM CPW	193.73	185.54	211.40	204.36	-7.03
Avg Marl CPW	149.34	143.89	167.21	161.06	-6.15
# of Stores	261	261	261	261	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850154

Source: https://www.industrydocuments.ucsf.edu/docs/spnm0004